

Arizona Motorcycle Safety Advisory Council
Minutes
May 29, 2008 @ 10:30 a.m.

A public meeting of the Arizona Motorcycle Advisory Council was convened on May 29, 2008, at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona 85012

Call to Order and Roll Call

The meeting was called to order by AMSAC Chairman, P. J. Janik, at 10:30 a.m. Roll was taken and a quorum was present. Director Richard Fimbres present by conference call.

Council Members Present:

P.J. Janik, Bobbi Hartmann and Dave Novitt

Members of the Public Present:

Sky Pilot, LRMC/ACMC, Ray Huston, MMA of AZ, Ron Kool, ABATE and Carole O'Reilly, ABATE

Legal Counsel

Brian Schneider, Assistant Attorney General

Approval of Minutes for April 10, 2008

Dave Novitt read the minutes and approves them. Bobbi Hartmann also approves the minutes. Bobbi Hartmann made a motion to accept the minutes and Dave Novitt second it. Everyone was in favor. P.J. Janik asked if there was any need for a discussion but there was none.

Motorcycle Awareness Events/Related Press Conferences

Dave Novitt spoke about the Pima County Fair and what a success it was. About 6,000 people attended The Press Conference was narrated by Director Richard Fimbres and there were quite a few representatives from law enforcement and motorcycle organizations there. Approximately 41,000 tee shirts were distributed as well as about 1,000 pins, 5,000 key chains, 6,000 pencils and 800 posters. Prescott Valley event on May 3rd was also a great success. La Retta Lehan was complimented on what a great job she did representing GOHS. P.J. Janik expressed his appreciation to La Retta Lehan, Dave Novitt and other organizations that made this event a big success. Sky Pilot spoke about the Phoenix Press Conference which was very successful.

Update-Inventory of Stock Items/Clarification of Re-Order

La Retta Lehan spoke on the items that we have on hand. Bobbi Hartmann mentioned the reordering of items and if more money was needed if items were running low. La Retta stated at this time no additional monies was needed. P.J. Janik made a motion to accept the inventory of stock items. Dave Novitt brought up the subject of the state fair and the items that would be needed. La Retta asked to put that subject on the next

agenda. Dave Novitt made a motion to close discussion and Bobbi Hartmann second the motion. Vote was taken and all were in favor.

Update-Cox Media Campaign and Billboard/Motorcycle Publication Campaign Status

Campaign started on April 9th and will continue on a paid schedule through the end of July. Allocated \$100,000 budget with \$20,000 in April and \$40,000 in May to coincide with the safety awareness month and June and July will each have \$20,000 with state wide ads. Through May 11th, there have been 600 ads that have run and we're setting records with Cox. There have been 12,417 responses which is an average of 21 responses per ad. The ads are on-line and DVD's have been distributed through the Prescott area and 100 copies of DVD's are being produced to be available in about 2 weeks.

Recently a request for proposals was sent out to 5 agencies on state contract for billboard buying and media placement geared toward print and outdoor publication. Received two responses and after looking at both responses, Deputy Director Michael Hegarty, P.J. Janik, and Director Richard Fimbres, it was decided to award the contract to Moses Anshell, who is a very respectable well-established Arizona firm. Michael Hegarty will serve as a liaison between this council and Moses Anshell to minimize the number of people being involved on both sides. Bobbi Hartmann will be the liaison for the council.

Public Speaking Forms

Clarification is needed on the form and changes were made. P.J. Janik suggested if this form could be posted on the website so the public could have it ahead of time and filled out before or during the meeting if they want to discuss something. P.J. Janik made a motion to accept this form. Brian Schneider suggested that this be made a part of the Policies and Procedures Manual. Dave Novitt made a motion that we accept the revised public comment form and that we incorporate it as a function of the Policies and Procedures for the council. Everyone was in favor. It was suggested that this issue be put as an agenda for the next meeting.

Motorcycle Awareness Program (MAP)

Bobbi Hartmann attended a conference in Houston, Texas, and was really impressed with ABATE from Florida and how they did their motorcycle awareness program. They have a tape which they're going to send to us which has some very good ideas Arizona could use. Dave Novitt made the comment that the District of Arizona has decided to partner with ABATE of Arizona with the MAP Program at least in Pima County.

Call to the Public

Sky Pilot stated that Glendale put up five signs "Look Twice for Motorcycles" and also Florida came out with a magnetic sign "Look Out for Motorcycles" which he has on the back of his truck and has seen a lot of people reacting to it. They're inexpensive and something council might consider looking into.

Ron Kool would like the assistance of the council to look at billboards, take pictures of them and help make decisions. Regarding the MAP Program, friends and family of Dixon Smith, and the Tucson Chapter donated \$500 to the MAP Program. Michael

Hegarty provided copies of the DVD are which was presented to Bob Lee, TV Commentary. Regarding the PSA's, most of them are positive. Ray Huston stated that his glad Bobbi Hartmann is in charge of billboards because she knows that time and location is important.

Board Forum

Dave Novitt made a suggest that if anyone sees anything that has to do with motorcycle safety to send a note to Director Fimbres' office. Bobbi Hartmann mentioned putting the State Fair on the next agenda and to update the Policies and Procedures. Also to set a date for Sydney Demodica from MVD to speak at the next meeting. Director Richard Fimbres stated that it is up to the Governor's Office to replace new people to the council. He would like Terry to be put on the next agenda to go over requirement for 3rd year. P.J. Janik stated that everything needs to go through La Retta Lehan before adding it to the agenda.

Next Meeting Date

The next meeting is schedule for Thursday, July 31, 2008, at 10:30 a.m.

Call to Adjourn

Dave Novitt made a motion to adjourn the meeting. Bobbi Hartmann second it.